Social Media in Action

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Cintent

- Principles
- Facebook, Twitter and WhatsApp
- Social Reporting during Meeting

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From Organisations to Networks

Economy, Politics, Science, Education, Law, Art

Transparency, Participation Empowerment

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Network Society

- Viral Communication
- Wisdom of the crowd
- Crowdsourcing
- Peer Evaluation
- Empowerment

Viral Communication

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Wisdom of the crowd

- 13+ Mio articles
- Surprisingly accurate

but:

- Author's agenda
- Average author. male, 26

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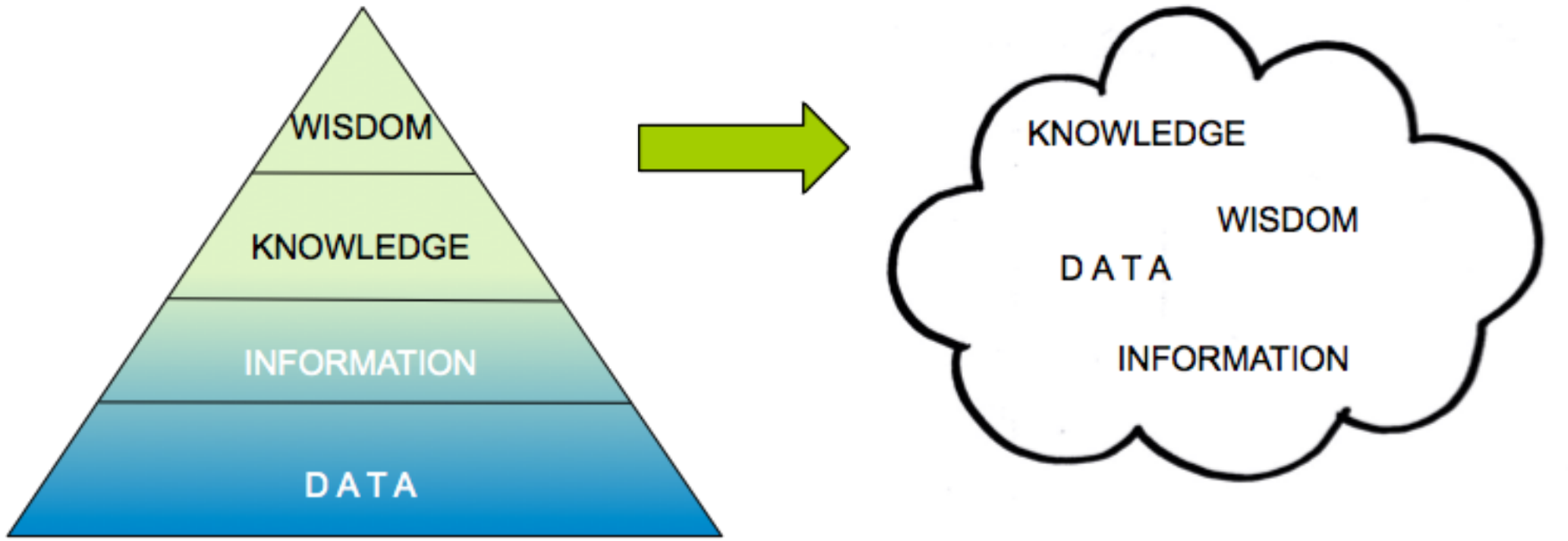
From Hierarchy to Cloud



hierarchical, reducing, exclusive complex, unlimited, inclusive

Crowdsourcing

- The company has a problem.
- The problem is published online.
- People post their ideas for a solution.
- The company take up good ideas and rewards them.
- The solution belongs to the company.

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Peer Evaluation

What do others say to a product?

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Empowerment

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Empowerment

The big four

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Facebook

- Personal Pages
- Group Pages
- (Fan) Pages

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Twitter

- Microblog
- Hashtag
- Lists

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Whats App

- Messenger
- Groups
- Send pictures, audio, video

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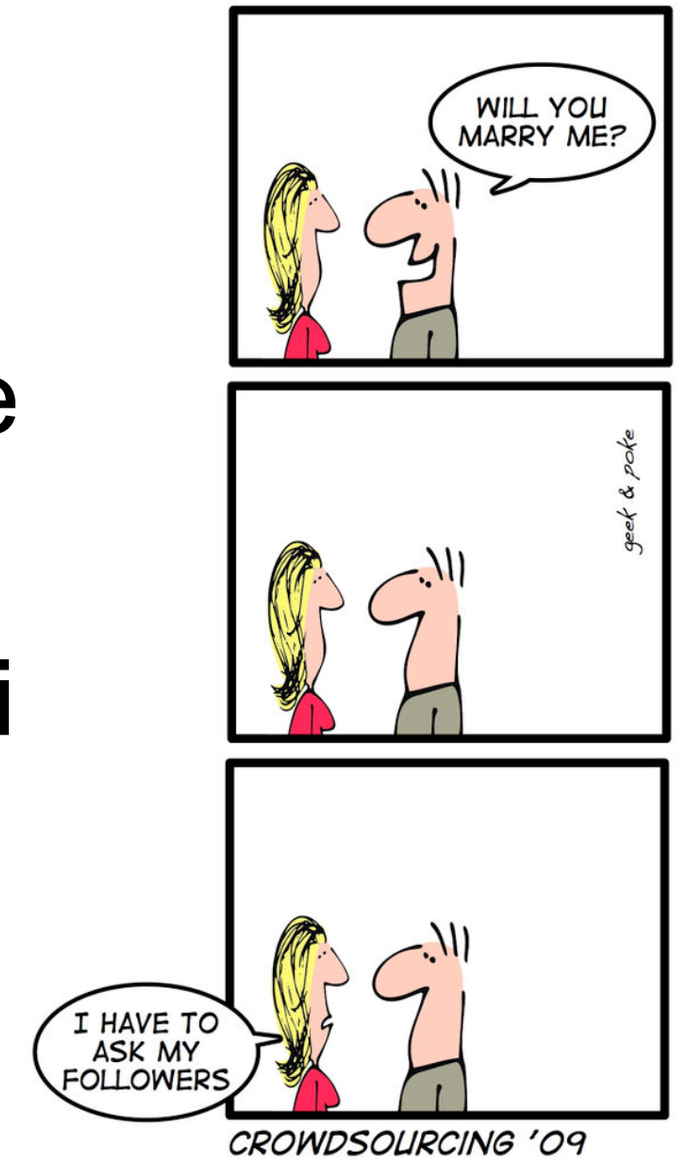
Others

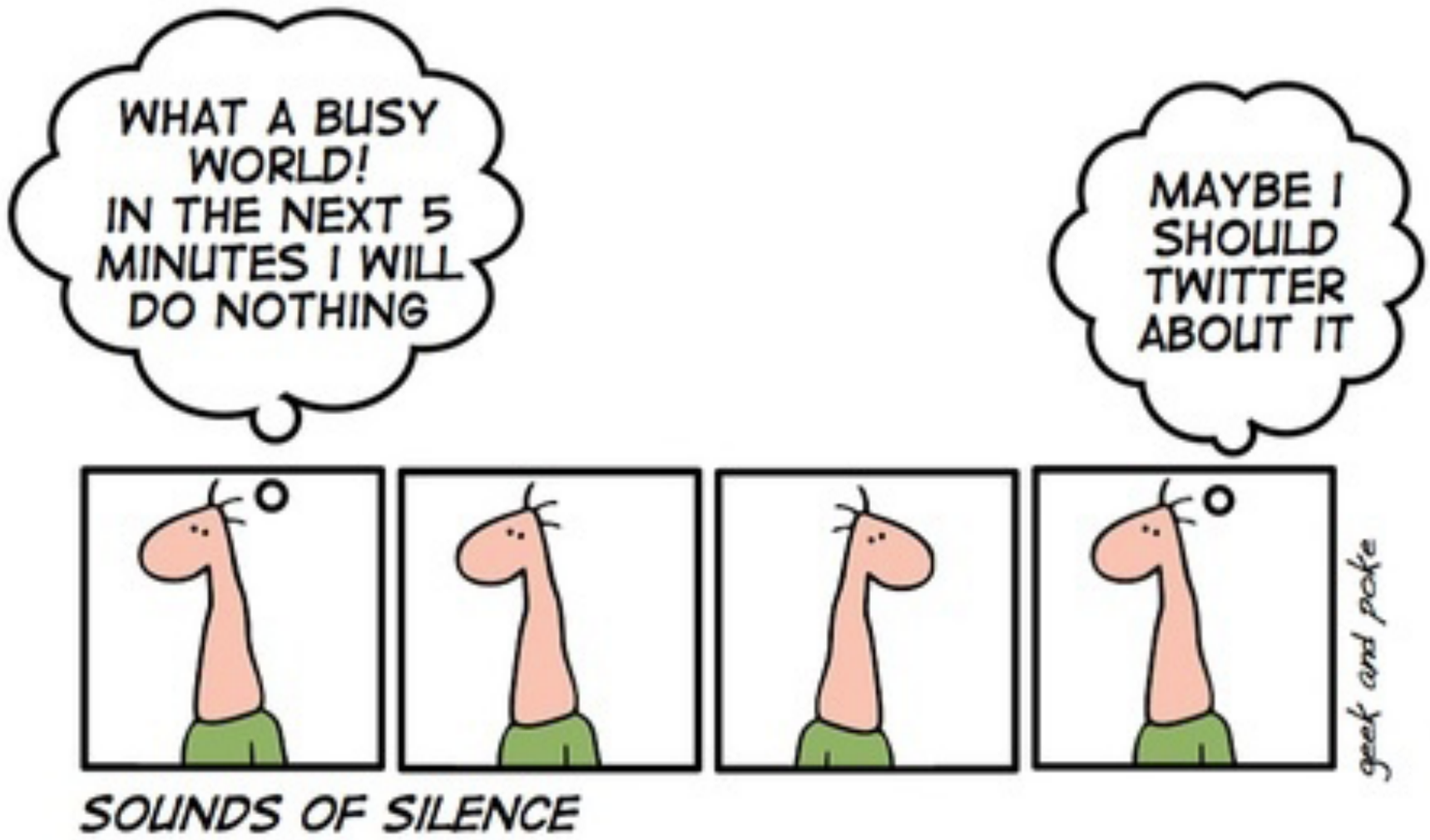
3. Social Media in RAS

- Facebook group 'Turmeric Farmers Council of India'
- Sauti ya wakulima, "The voice the farmers", Tanzania
- Avaaj Otalo: Voice-based soci network, India



Do's

- Create relevant content
- Embed social media in a overall strategy
- Like, Share, ReTweet
- Concentrate on some Social Media, you can't handle them all



Thank you!

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